

AMENDMENTS TO THE SPECIFICATION:

On page 9, second full paragraph, please amend as indicated below:

The sign systems 30, 38 have the same construction, with exemplary sign system 30 shown in detail in Figs. 2 and 3. The sign system 30 consists of a support at 44 consisting of, in this case, a pair of spaced, vertically extending upright members 46, 48. The upright members 46, 48 could be made of lumber, metal, or any suitable material known to those skilled in the art, and are each suitably anchored in conventional fashion relative to a support surface 50. The upright members 46, 48 cooperatively carry a display system/panel 52 having a flat display surface 54 upon which information 56 of a first type pertaining to the public right-of-way is applied. The first type of information can be the identification of an exit, identification of a highway number, a distance designation, or virtually any type of information that is commonly and conventionally provided on signage on federal and state highways, by those entities that regulate and/or maintain those highways, to aid the navigation of vehicles. Lights 58 are provided on the support 44 to illuminate the information 56 on the display surface 54. The plane of the flat display surface 54 is aligned normally at substantially a right angle to the length of the lanes 12, 14 so as to be readily viewable by an occupant from a vehicle, moving in the direction of the arrow 16 in the lanes 12, 14.

On page 10, second full paragraph, please amend as indicated below:

According to the invention, information, of a type different than the first type, shown generically at 62, is provided on the side 60 of the sign system 30. The information 62 is preferably at least in part unrelated to the public right-of-way. The information 62 may be advertising information placed by individuals or companies, unrelated to the entity or entities that regulate and/or maintain the public right-of-way, relating to a location to which access can be gained via the right-of-way 10 or just general advertising material with no connection to the right-of-way 10.